



**CITY OF BURLINGTON
BOARD OF HEALTH**

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**BURLINGTON BOARD OF HEALTH
SPECIAL MEETING
TASK FORCE ON PESTICIDE ORDINANCE PUBLIC EDUCATION (P.O.P.E.)
Thursday, December 3, 2009
6:00 to 8:00 P.M.
ROBERT MILLER COMMUNITY & RECREATION CENTER
CONFERENCE ROOM
130 GOSSE COURT
BURLINGTON, VT 05408**

Attending: Jay Vos, Fern Crete, Mary Ellen Manock, Jean Markey-Duncan, Linda Bowden

Agenda Item	Discussion	Action
Greeting/Introductions	Meeting called to order by Chair: Jay Vos at 6:11 PM	
Approval of Agenda	Agenda item added: How to Brand -	Approved
Approval of Minutes/Notes - November 12, 2009	Notes (not available)	Future meetings are tape recorded and Linda will transcribe.
Public Forum	no one present	
Members' Reports <ul style="list-style-type: none">• "Living Labs" Project	Jean reports that Sid Bosworth at UVM has a junior in horticulture assigned	

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	<p>(Taylor Bloomberg). He will ID two households to be involved in project (through an application process), will develop a 2 line description of alternative practices to employ, and come up with article for newspaper seeking applicants. Taylor interested in doing a BLOG, also something w/ Across the Fence, Twitter, and our Website.</p> <p>Timeline: 2 participants (one business and one private residence) will have property assessed in April, examine solutions. Some \$ may be available for alternative products, Taylor to act as mentor. (In the future: <i>with more student participants, can offer greater number of model labs</i>).</p> <p>Discussion of application:</p> <ul style="list-style-type: none"> • Questions (one of criteria is a focus on learning opportunities for students). • Contract (2 growing seasons) • What is a fun way to select the 2 models? • Branding Ideas: mascot (Gilbert the Grub) • Free advertising & gift certificate to those who participate • Disseminate application on line w/ hyperlink from articles on other related local websites (ECHO, Champlain Basin Program, etc.) • Disqualified if using lawn care services. • If there are many applicants, assess to determine their qualification for the study. Track and provide information. These participants could become mentors as well. 	<p>Create a contract for Lab Garden participants</p> <p>Create Links on related webpages, etc.</p>
<ul style="list-style-type: none"> • Branding Ideas 	<p>Need to brainstorm ideas for brand: Grubs for Green? Reality Show? TV commercials & public service announcements i.e. "How to aerate your lawn using a football team?"</p> <p>Get kids involved through Echo and LC Basin Program, creating posters, and public service announcements about stewardship, drawings for calendar, skits at fairs, contests.</p>	
<ul style="list-style-type: none"> • Current Pesticides Ordinance Précis 	<p>Advise City Council of critical issues:</p> <ul style="list-style-type: none"> • In absence of legislation, state and municipalities can ban dangerous 	<p>Team:</p> <ul style="list-style-type: none"> • To give an

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	<p>chemicals in the environment</p> <ul style="list-style-type: none"> • How to highlight chemicals in the environment as part of an ordinance, including bans against sales of certain products. • POPE (BOH) needs to gather allies <p>Educating public about “current” pesticide ordinance:</p> <ul style="list-style-type: none"> • Publish property addresses that are within Buffer Zone. • We can adopt many of publicity ideas from the Toronto education program. <ul style="list-style-type: none"> ○ Drawing with mountains, house w/ window, clover in lawn ○ Take the plunge to protect the lake ○ Protect the Lake, protect the children • Signs to post in lawns that say “my yard is chemical free.” • Nominal fee for a “preservation “ house sign or a decal to put in window, (use \$ to put into educational fund). • Series of articles/web links discussing fertilizer alternatives; research study in MI about effect on drinking water supply. 	<p>awareness level presentation to City Council: i.e. PPE segments on Ch. 17, Impact of a variety of chemicals in the environment; recommend reading research publications.</p> <ul style="list-style-type: none"> • Generate list of other partners: Lake Champlain Comm. – Jim Switon.
<ul style="list-style-type: none"> • Next Steps/Action Items 	<p>Look at ECHO opportunities for involvement. Earth Day Activities, theater, resource table w/ person to answer questions at the center.</p> <p>Fletcher Library – display to disseminate info, book display on alternatives to pesticides (Develop a tri-fold brochure – Additionally, put info on-line) Large posters for community centers.</p> <p>Conservation Fund deadline is January 15 for grant.</p> <p>Lake Champlain Basin – Workshop – Feb 10 Topic: How To Market and Promote Change Concepts Jack Rogert – Utah Dept of Ag & Food speaking at Main St. Landing (targeting stewardship groups) Cost is \$25.00.</p>	<p>Jay to pick up literature at ECHO</p> <p>Apply for funding to print materials (Jay to call Mary Hart). Also, include funds for Living Labs Education)</p> <p>Jay to attend workshop.</p>

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NEXT POPE MTGS AT Robert Miller: Thursday – January 7, 2010 Thursday – February 11, 2010 Thursday – March 11, 2010		New name ideas for Living Labs due at January meeting. P.O.P.E. Task Force Report is due on March 11, 2009.
Adjournment	7:40 PM	

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